



**CITY OF GREENSBORO
FOR IMMEDIATE RELEASE**

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GTA IS ON A ROLL - SETS RECORD FOR THE MONTH OF AUGUST

GREENSBORO, NC (September 21, 2004) – The Greensboro Transit Authority (GTA) continues to strengthen its role as a legitimate, affordable transportation choice for all residents in our community. Fixed route ridership for the month of August was the highest month ever recorded at GTA, transporting nearly 233,000 individuals to destinations around the Triad. This represents a 23% increase over August 2003. What these numbers mean for Greensboro GTA riders are a better public transportation system. Contributing to GTA's success and increase in ridership is the newly renovated downtown multi-modal Depot.

"Easy accessibility, dependable service, and on-time delivery, along with the Depot's strategic location, makes GTA's job much easier," says Libby James, Public Transportation Division Manager. "We're ecstatic that we are able to provide the residents of Greensboro a safe and dependable way to travel," she adds.

GTA is expected to receive 10 replacement buses in December and another 10 in 2006 to combat overcrowding due to the increase in ridership. Based on a recent customer satisfaction survey, GTA riders are satisfied with the service they receive and put operator courtesy, ease of identifying the right bus, value for fare paid, and personal safety at bus stops at the top of their customer satisfaction list.

The City of Greensboro works in partnership with the community to build an increased quality of life for all residents by fostering an environment where inclusion, diversity, and trust are valued. As the seventh largest employer in Greensboro, the City has a dedicated professional staff of 2700 employees who maintain four core values of honesty, integrity, stewardship, and respect. The City of Greensboro is governed by a council-manager form of government where a mayor and eight council members act as the legislative body. For more information on the City of Greensboro, please visit us online at www.greensboro-nc.gov.

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